



FOR IMMEDIATE RELEASE

DERSE DONATES \$10,000 TO AIDMATRIX IN SUPPORT OF US & WORLD DISASTER AND HUNGER RELIEF

MARCH 15, 2010 – MILWAUKEE, WI – Derse, a complete face-to-face marketing agency, today announced a donation of \$10,000 to the Aidmatrix Foundation. Derse donated \$5K directly to Aidmatrix and \$5K indirectly through Exhibit Designers and Producers Association Foundation (EDPAF) who has recently formed an alliance with Aidmatrix.

“As a proud sponsor of Aidmatrix, Derse has seen the substantial impact of the Aidmatrix Network on relief efforts across the globe,” said Bill Haney, Chief Executive Office of Derse. “We applaud EDPAF’s efforts and their decision to support Aidmatrix as the nonprofit organization of the events industry and encourage other’s to do so as well. “

A \$5,000 donation to Aidmatrix can provide humanitarian aid such as:

- Provide 15,000 meals to those in need via an efficient network of food manufacturers and food banks
- Establish up to 3 temporary Aidmatrix emergency portals for relief agencies in times of disaster, such as with the recent devastating Haitian and Chilean earthquakes
- Facilitate the purchase of needed medical supplies for free clinics across the U.S. For example, 500 vials of diabetic strips could be provided to a free clinic to help treat a typical condition of patients. Before the Aidmatrix system was in place to help the free clinics, this purchase could have cost as much as \$22,500.
- Enable nearly 150,000 pounds of food to be moved to food banks through a discounted transportation system

Derse chose to reinforce their EXHIBITOR2010 campaign message – *Challenge Convention* – and rather than gifting traditional giveaways, donated funds on behalf of each client attending Derse’s Annual Client Appreciation Event held at EXHIBITOR2010 in Las Vegas on Monday, March 15th.

“Derse’s involvement and donations both in time and funding have provided Aidmatrix with valuable resources to aid in disaster relief following the earthquakes in Haiti and Chile as well as ongoing relief for hunger, medical and humanitarian development,” said Aidmatrix CEO, Governor Scott McCallum. “We are honored to receive support from EDPA and other exhibit industry professionals and sincerely appreciate Derse’s continued generosity.”

About Derse

Derse is a complete face-to-face marketing agency with a smarter approach to building client sales and managing their trade show, marketing environment and event programs. Derse helps organizations align face-to-face marketing efforts with broader business strategies through:

- Experiential Marketing strategies that help increase your sales
- Program management tactics that help you control and reduce costs
- Creative architectural and graphic solutions that attract your target audience

Derse is recognized worldwide as one of the World’s Top 50 Agency Companies (#46), Top 50 U.S. Promotional & Event Marketing Agencies (#9) by Advertising Age magazine. Derse employs more than 350 people in Atlanta, Chicago, Dallas, Las Vegas, Los Angeles, Milwaukee, Minneapolis, Nashville, New Jersey, Pittsburgh, San Diego and San Francisco. For more information, visit derse.com.

About The Aidmatrix Foundation, Inc.

The Aidmatrix Foundation, Inc. builds and operates powerful technology hubs that support diverse stakeholder groups in their efforts to work together to solve the world’s most challenging humanitarian crises. Our solutions enhance participation, amplify contributions, and accelerate results for humanitarian relief. 35,000 leading corporate, nonprofit and government partners leverage solutions to mobilize \$1.5 billion



annually in global aid with Aidmatrix. The donated goods, money and services impact the lives of 65 million people. Aidmatrix is a 501 (c) 3 nonprofit headquartered in Dallas, Texas, USA, with offices in Wisconsin, Germany and India.

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